

# BROWN WIN PART NERS



BENEATH THE SURFACE

**I**F you ask David Brown, president of BrownPartners, about his proudest business accomplishment, you might find yourself surprised by his answer. It isn't the assortment of industry awards BrownPartners has collected over the years. It isn't the many accolades that Brown, himself, has received personally. No, his proudest accomplishment is far less tangible than something you can simply display in a trophy case or hang on a wall.

"The thing I'm most proud of is that we, as an agency, have redefined the process of multicultural marketing," Brown says. "So much so, in fact, that we recently dropped that term from our corporate identity."

It's true. What started in 2002 as BrownPartners Multicultural Marketing is now known simply as BrownPartners. The shift in strategy that coincides with the recent rebranding, however, is much more complex.

"The truth is, if you're in this industry, your company and the work you produce has to become 'multicultural' by nature," Brown says. "Being multicultural has become the understood aspect of our business."

Brown points to recent projections issued by the U.S. Census Bureau which indicate that by the year 2042, minority groups will account for more than half of the U.S. population. In fact, most major U.S. cities like Philadelphia are already what's called Minority Majority markets in which the combined African American, Latino and Asian residents represent a majority of the population.

"When we dug a little deeper into that report, it became clear to us that our creative processes and strategies have to be multicultural from the start," says Moshé Simpson, Vice President and Director of Client Services. "You can't afford to let it be an afterthought. If you do, by that time, you're already behind and forced to play catch-up."

It is that process of digging deeper that BrownPartners has embraced as its new corporate identity. Digging deep describes the approach the firm takes with each and every project, and reflects their commitment to leaving no stone unturned in the search for the idea that best fits each client's needs. It's a philosophy that requires a dogged (if you'll pardon the logo-related pun) tenacity for creative thinking.

"We know going into each project that we're going to get dirty," Simpson says. "You can't expect to dig and not get a little something on you."

**"That 'little something' that we get on us is what strengthens the relationship we have with our clients. When you get a little bit of your clients on you in the process of digging deeper, you naturally begin to start thinking like your clients. That's the whole idea in a nutshell."**

With a client list that ranges from Comcast to McDonald's to the Commonwealth of Pennsylvania, BrownPartners has had ample opportunity to hone their digging skills on a variety of projects in both the public and private sector markets.

"A good example of putting our 'dig deep' philosophy to work for a client is the Any Reason is Every Reason campaign we developed for McDonald's," Brown says. "We didn't want to create just another get out the vote campaign...that's been overdone. So, we dug deeper and developed a campaign that conveyed the message that whatever your reason for voting is, it's reason enough to exercise your right to vote."

Another example of the dig deep philosophy, Brown says, is a stop smoking campaign the firm developed for the Pennsylvania Department of Health.

"Rather than using the same old, tired 'stop smoking' message, we elevated the concept to a very human level," he says. "Our message was: we know it's hard to quit and you might fail, but keep trying."

"By digging deeper than the fear-based message, we created a message that enabled this campaign to go from multicultural to the mainstream because it was a message of hope. It was a message that resonated with people from every walk of life...people who were fighting a common battle."

That fact that BrownPartners has been able to redefine multicultural marketing is strongly supported and reinforced by the firm's mission statement: transform the world by solving human problems through creative thinking.

A lofty aim, perhaps, but one for which Brown says his team is more than prepared.

"I guess you could say we really dig it." ■ [Visit digbp.com](http://digbp.com)